



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE:** Wednesday, Feb. 27, 2013

**FOR MORE INFORMATION CONTACT:**

Bradley J. Merritt, Sergeant

Public Information Officer

972.292.6133

[BMerritt@FriscoTexas.gov](mailto:BMerritt@FriscoTexas.gov)

### **Frisco Activates Fourth Red Light Camera on February 28th**

**FRISCO, TX** – On Thursday February 28, 2013, the City of Frisco will be activating its fourth red light camera at Legacy and Main. The camera will be deployed on the northbound Legacy approach to the intersection. This location was based on crash data and selected on unanimously by the Citizen Advisory Committee for the Photographic Traffic Signal Enforcement Systems. Violation notices will begin to be issued immediately, after the camera is activated.

Crash data showed that in the previous 18 months this intersection had 25 crashes, 10 were caused by someone running a red light. “The crashes at this intersection caused by red light runners resulted in 12 citizens being injured and transported to the hospital. Our goal is to protect our citizens by reducing these numbers” said Lt. David Shilson Frisco PD.

The purpose of a red-light safety camera enforcement program is to decrease poor, distracted, and irresponsible driving by reminding motorists to obey traffic laws. These programs are tools to assist police departments and help positively change driver behavior. Poor driver behavior increases the risk of crash-related injuries and fatalities, putting both drivers and pedestrians in danger. A recent study by the Insurance Institute for Highway Safety has shown that red light cameras help decrease the number of crashes and violations.

Frisco has seen an overall reduction in crashes at the other intersections that have red light cameras deployed. “It is our committee’s hope that by implementing the camera at this intersection, we will obtain a similar level of success that we have experienced at other red light camera intersections in Frisco – by significantly reducing red light running and collisions through greater driver awareness” said Rick Fletcher member of the Citizen Advisory Committee.

###